

Certified Destination Management Executive Program

Final Exam

How to approach your Final Exam.

- First – be thinking about what your final investigative paper might be starting with your first CDME class. Is there a problem you've longed to tackle, any idea for something you want to get done in your destination that you want to explore? Those are great places to get started, if the running list of topics doesn't get your idea motor running.
 - Whether you like to keep notes electronically or old school, we encourage you start your note-taking and idea-making from your first course and bring that note-taking mechanism with you to every class so whenever you get a "pearl" or are otherwise inspired, you've got it with you.
- Work backward from when you want to graduate. If it is important for you to "walk the stage" during Destination International's Annual Meeting, then know that: you need to be done with all your Core Courses – and the papers assigned for each have been submitted and accepted: you've taken both of your electives; and your final exam **MUST BE SUBMITTED NO LATER THAN APRIL 30** of your desired graduation year. (And, you need to have started no more than 4 years ago.) With the April 30 deadline in mind, block the time you need on your calendar to do your final exam work. Exam reviewers get input back to you in 30 days.
 - Only you know how much time you'll need to respond, especially the long-form investigative paper. Some people do best when they block a one- to two-week period to do nothing but that; others do better with a couple of hours a week over a period of months. It's really your call. But your desired graduation date is what really needs to drive your planning.
- While the answer to the question "Can I do my paper based on something my organization or I have already done?" is technically yes, that's only a partial answer. You can base it on something you've previously done, but you need to **APPLY LEARNING** from your CDME courses and do any related research to how you would shape or re-shape the thing given the opportunity to do it again.
- Don't let the idea of "the paper" overwhelm you. You know your stuff. You've been in CDME classes, and group discussions in and around them, and in the industry long enough to be doing this.
- If you're struggling, ask cdme@destinationsinternational.org for a CDME Mentor to help you.
- The faculty wants to see you succeed, but you will have to work for it. Here's the options for ratings you will get from your reviewers, along with the review criteria for the final exam.
 - **Final Exam Accepted**
 - **Final Exam Accepted – Opportunities for Improvement Noted**
 - **Final Exam Accepted – Exemplary Work/Content should be considered for D-I programming**
 - **Final Exam NOT Accepted. Reviewer will provide significant commentary, with direction given to the applicant as to what is needed in order for the final exam to be resubmitted and accepted.**
 - **"Red-pen" review needed prior to consideration for publication.**

Reviewer Criteria

For each of the two narrative questions:

TECHNICAL/OBJECTIVE CRITERIA:

- Did the response consist of a minimum of 750 words, and not exceed approximately 1,000 words?

SUBJECTIVE CRITERIA:

- Did the response identify and discuss fully the key components of destination management and leadership, using illustrations from the destination and DMO?
- Did the response introduce any new and/or original ideas, concepts or approaches to our roles as Destination Organizations?
- Were any ideas, concepts or approaches (new or otherwise) noted in the paper well thought out and appropriately researched?
- Is the submittal comprehensive and practice-oriented?

For the long-form paper:

TECHNICAL/OBJECTIVE CRITERIA:

- Did the participant include:
 - An introduction (background & purpose, approximately 500 words)
 - Main Findings/Viewpoints (an analysis, approximately 1,500 words)
 - Conclusion (application of the findings/viewpoints, approximately 850 words)
 - Executive Summary (an abstract of the paper, approximately 150 words)
- Did the paper adhere to APA style?
- Was a minimum of 10 references provided?

SUBJECTIVE CRITERIA:

- Did the paper introduce any new and/or original ideas, concepts or approaches to our roles as Destination Organizations?
- Were any ideas, concepts or approaches (new or otherwise) noted in the paper well thought out and appropriately researched?
- Is the submittal comprehensive and practice-oriented?